

Jeremy Canceko

jer@cuporobots.com • 310.804.5689

8.2000 – 5.2004 **Carnegie Mellon University / School of Design**
BFA, Communication Design
Minor, Film & Photography

[Design Experience]

- 9.2007 – Now **Shelfworthy / Chicago, IL & Los Angeles, CA / Co-Founder, Creative Director**
Formed the company with Chris Drackett and Peter Rivera-Pierola. Shelfworthy is a new kind of social network and database, with focus on books, games, video media, and more.
- 5.2007 – 6.2008 **TEQUILA\, TBWA\CHIAT\DAY / Los Angeles, CA / Designer, Art Director**
Created and designed unique interactive, new media, and print campaigns for a range of clients including, Nissan, Infiniti, PUR, Procter & Gamble, and UNICEF.
- 5.2006 – 3.2007 **Swork Coffee / Eagle Rock, CA / Creative Director**
Designed all brand and print materials for Swork Coffee, including menus, packaging, franchise decorations, posters, ads, and marketing materials.
- 3.2006 – 1.2007 **Supafrenz, Projectrem / Carson, CA / Graphic Designer, Interactive Designer**
Designed branding, print, and web materials for a range of clients, primarily in the music and fashion industries.
- 9.2004 – 11.2005 **DK Publishing, Penguin Group / New York, NY / Designer, Illustrator**
Designed book covers, jackets, interiors, and created full-color illustrations.
- 6.2003 – 8.2003 **DK Publishing, Penguin Group / New York, NY / Intern, Assistant Designer**
Designed book covers, jackets, artwork, and blads (book mock-ups).
- 6.2002 – 9.2002 **TOKYOPOP / Los Angeles, CA / Intern, Designer, Retouch Artist**
Designed covers and retouched artwork for manga (Japanese comic books) and art books.

[Freelance]

- 2010 **Deutsch, Inc. / Los Angeles, CA**
Provided designs and art direction for a Real California Milk web banner campaign.
- 2009 **StyleNearBy / New York, NY**
Designed the logo and brand identity for StyleNearBy.com; also provided consultation on the site's design.
- Digital Dandelion / Los Angeles, CA**
Character designer and animator for Digital Dandelion's mobile game Rejoinder.
- 2008 **The Viral Factory / Santa Monica, CA**
Provided concept designs for a Frito-Lay viral campaign.
- TBWA\CHIAT\DAY / Los Angeles, CA**
Provided concept designs for Gatorade's rebranding and packaging; provided concept designs for a VISA campaign.
- 2004 **Family Communications / Pittsburgh, PA**
Designed cartoon characters for a series of educational activities called Explanatoids, sponsored by Fred Rogers and Family Communications.

[Background]

Adobe	Illustrator, Photoshop, InDesign, Acrobat, After Effects, Dreamweaver, Flash
Autodesk	Sketchbook Pro
Apple	Pages, Numbers, Keynote, Aperture, Final Cut
Microsoft	Word, Powerpoint, Excel, Visio
Misc. Apps	QuarkXpress, CSSEdit, Coda, OmniGraffle, QuarkXPress
Web	CSS, HTML, PHP
URL	Cuporobots.com, Sparebots.com, Shelfworthy.com, TextBasedAdventure.com